



## AUSTIN MUSIC GUIDE

In 2011, Austin celebrated 20 years of official branding as the Live Music Capital of the World®. Austin’s musical history goes considerably further back than 20 years – after all, it wasn’t until the city was an established destination for both bands and fans that the City of Austin considered creating the trademark.

Austin surfaced as a music mecca in the 1960s and 1970s, when Willie Nelson went “on the road again,” Janis Joplin waited tables at Threadgill’s and Stevie Ray Vaughan played at Antone’s. Visitors (and residents) knew that Austin was a free-spirited destination in the heart of Texas, and that the local music scene was burgeoning into a long-standing tradition.

Since 1991, the City of Austin, local music venues, non-profit foundations and musicians have come together to not only promote the Austin music scene, but to make the Austin community one that truly thrives on the melodies and harmonies we create together. Here are a few facts and figures that illustrate why Austin goes beyond clubs and performances to thrive as the Live Music Capital of the World®:

- More than [250 Austin establishments](#) showcase live music, from dedicated music venues to retail shops, restaurants to museums.
- Austin is home to some 2,000 musicians and recording artists, including such famed personalities as Willie Nelson, Asleep at the Wheel, Ghostland Observatory, Iron & Wine, Okkervil River and more.
- The Austin Music Office, a division of the Austin Convention & Visitors Bureau, is dedicated to marketing and promoting the local music scene. The Music Office staff service conventions by booking local artists for meetings and events, and connect artists and venues with local music professionals.
- [“Music in the Air”](#) is the live music program at Austin-Bergstrom International Airport. Live music is played on six different stages throughout the terminal, welcoming visitors and sending off passengers in style.
- The City’s Music & Entertainment Division is an economic development accelerator and centralized resource center for Austin’s music industry, and an active community partner for Austin’s citizens, community groups, and neighborhoods. Housed within the Economic Development Department, the division proactively creates and produces commercial music industry economic development programs for all sectors (Musicians, Music Businesses, & Music Venues) that align City and private industry efforts to grow economic prosperity, serves as a regulatory advisor for all commercial music and entertainment activity, and acts as an information clearinghouse and problem-solving liaison for City regulations as they relate to the commercial music industry.
- “Austin City Limits,” the longest-running music show on television, is filmed at ACL Live at The Moody Theater, on Willie Nelson Boulevard in downtown Austin.

- The original “Austin City Limits” studio, located on the University of Texas campus, has been honored by the Rock and Roll Hall of Fame as a historic musical landmark. Austin is also home to the Stevie Ray Vaughan Memorial, erected after the legendary guitarist’s death in 1990.
- The Health Alliance for Austin Musicians (HAAM) was founded in 2005 to provide access to affordable health care for Austin’s low-income, uninsured musicians, focusing on prevention and wellness. To date, HAAM has serviced 2,000 musicians – some of whom report that HAAM likely saved their lives.
- Founded in 1995, the SIMS Foundation continues to provide mental health and addiction recovery services for Austin’s working musicians and their families.

Austin is filled with music venues from classic live music joints to up-and-coming hot spots- much like the artists playing in them. Some **iconic venues** include: [Saxon Pub](#), [Continental Club](#), [ACL Live](#), [Emo’s](#), [Stubb’s](#), [the Mohawk](#), [Elephant Room](#) and [Parish](#)

#### **MORE THAN 2,000 AREA RECORDING ARTISTS** including:

Gary Clark, Jr.	Kat Edmonson	The Black Angels
Sarah Jarosz	Rosie Flores	Bright Light Social Hour
Monte Montgomery	Dale Watson	Kelly Willis
Alejandro Escovedo	Willie Nelson	WC Clark
Jimmie Vaughan	Marcia Ball	Guy Forsyth
Charlie Sexton	The Flatlanders	Shinyribs
Ruben Ramos	Vallejo	Spoon
Patty Griffin	Nakia	Bob Schneider
Grupo Fantasma	Okkervil River	The Black and White Years
Erin Ivey	Suzanna Choffel	Riders Against the Storm

**FINANCIAL IMPACT:** The 2014 economic impact of Austin’s music industry was more than \$726 million. Music tourism brought in another \$1.1 billion, together totaling \$1.8 billion.

#### **MUSIC SUPPORTS MORE THAN 20,000 JOBS IN AUSTIN**

**SOUTH BY SOUTHWEST MUSIC CONFERENCE AND FESTIVAL ([SXSW®](#))** is one of Austin’s largest conventions, bringing more than 310,000 music, film and interactive industry professionals and fans from around the world and generating \$325.3 million for the city in 2016. For more than two decades, the SXSW® Music Conference and Festival has become one of the leading industry events in the world. More than 2,275 bands from across the globe play during the six-day musical extravaganza.

**AUSTIN CITY LIMITS ([ACL](#)) MUSIC FESTIVAL** The popularity of the Austin City Limits television show spawned the ACL Music Festival in 2002, which takes place annually spanning two weekends. The music extravaganza encompasses more than 16 acres in Zilker Park with 130 renowned music acts performing on six stages. The festival expanded to two weekends in 2013 and generates an economic impact to the city of more than \$194 million (2014).

**AUSTIN-AREA GRAMMY WINNERS** include:

Pinetop Perkins	Asleep at the Wheel	Ruben Ramos
Stevie Ray Vaughan	Little Joe y La Familia	Jimmie Vaughan
Dixie Chicks	Willie Nelson	Eric Johnson
Johnny Gimble	Los Super Seven	Shawn Colvin
Los Lonely Boys	Joel Guzman	Gary Clark, Jr.
Redd Volkaert	Lucinda Williams	Guy Clark
Stephen Bruton	Delbert McClinton	Esperanza Spalding
Grupo Fantasma	Patty Griffin	

**For more Music Information:**

[www.visitaustin.org/music-office/](http://www.visitaustin.org/music-office/)